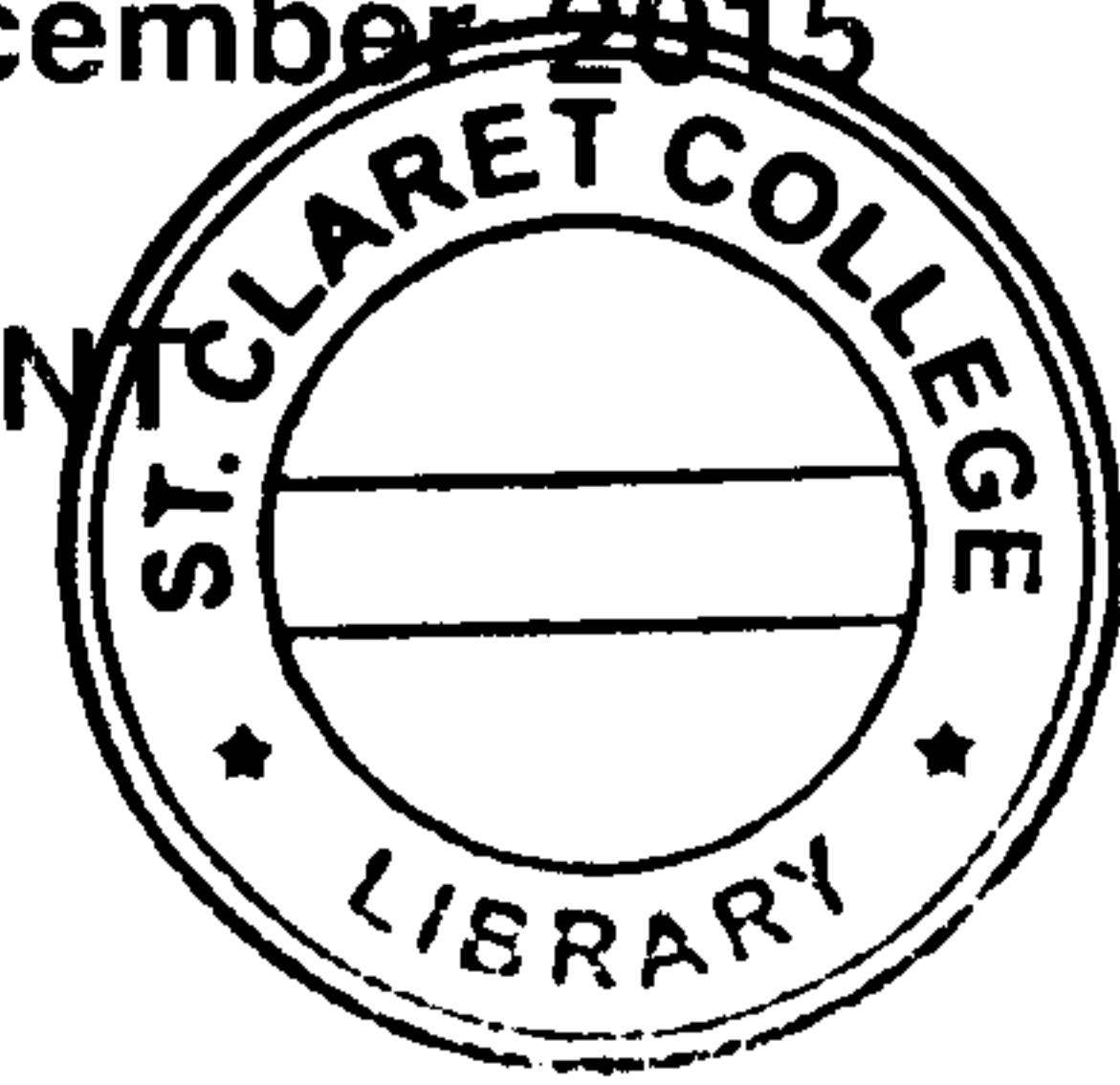




UN – 416

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I Semester B.B.M. Examination, November/December 2015
(Prior to 2012-13) (Repeaters)
Paper – 1.5 : BUSINESS MANAGEMENT
(100 – 2011-12 Only)
(90 – Prior to 2011-12)



Time : 3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer should be written in **English**.
2) Section **A, B** and **C** to be answered by **all** repeaters
(90 marks – prior to 2011-12).
3) Section **D** to be answered by 2011-12 students **onwards**
(100 marks).

SECTION – A

- I. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)
- 1) a) What is meant by 'business' ?
 - b) Who is a Karta ?
 - c) What is administration ?
 - d) What do you mean by 'Espirt de corps' ?
 - e) What is standing plan ?
 - f) Name the types of decision.
 - g) Give the meaning of formal organisation.
 - h) What is manpower planning ?
 - i) Give the meaning of communication.
 - j) Give the meaning of CPM.
 - k) Give the meaning of Budget.
 - l) Who is an active partner ?

P.T.O.



SECTION – B

II. Answer **any five** questions. **Each** question carries **five** marks. **(5×5=25)**

- 2) Write a note on MBO.
- 3) Briefly explain the advantages of planning.
- 4) Explain the various factors influencing staffing.
- 5) Explain the benefits of motivation.
- 6) Distinguish between co-ordination and co-operation.
- 7) Give a note on Maslow's theory of motivation.
- 8) Briefly explain the elements of communication.

SECTION – C

III. Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

- 9) Briefly explain the nature, levels and advantages of management.
- 10) Discuss various types of partners.
- 11) Explain the various steps involved in planning process.
- 12) What is selection ? State the various steps involved in selection.
- 13) What is meant by communication ? Explain the various types of communication.

SECTION – D

IV. Answer the following (To be answered by **2011-12** students **only**) : **(1×10=10)**

- 14) Explain the various principles of management.
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14/11/12